



Director, Marketing & Communications Job Opportunity

Downtown Houston+ (www.downtownhouston.org) advances the vitality of Downtown Houston, the heart of the nation's fourth-largest city. It serves as the unified identity for four aligned organizations working to strengthen Downtown's future. *Central Houston* brings business, civic, and institutional leaders together to advocate for Downtown and advance coordinated development. *Central Houston Civic Improvement*, its charitable affiliate, supports projects that enhance public spaces and quality of life. The *Houston Downtown Management District* provides services and improvements that keep Downtown clean, safe, welcoming, and active while leading marketing and programming. The *Downtown Redevelopment Authority* administers Tax Increment Reinvestment Zone No. 3 and invests in infrastructure, public spaces, development incentives, and other projects that support Downtown's continued growth.

DESCRIPTION

Downtown Houston+ is seeking a polished and experienced professional to lead the Marketing and Communications functions as a member of the organization's leadership team across the four entities it manages.

The Director, Marketing and Communications works closely with the President and CEO, departmental VPs, and consultants to plan and execute strategies and ensure the achievement of short- and long-term marketing and communications goals. A critical component of this position is maintaining strong relationships with Downtown stakeholders through consistent and targeted communications, engagement, and marketing campaigns. This position leverages community and public partnerships, private investment, and collective marketing strategies to facilitate and market new and existing Downtown activity while championing the organizations' shared mission and vision statements. This position is responsible for leading the implementation of marketing and communications programs and initiatives and ensuring the strategic direction, consistency, and quality of the organization's digital content and brand identity.

This position reports to the Vice President and Chief Strategy & Performance Officer and has two to four direct reports.

RESPONSIBILITIES

- Establish an annual communications strategy that ensures consistency with the organization's Strategic Alignment Plan and other goal-defining and investment-guiding plans.
- Serve as a strategic communications advisor to the President and CEO, Vice President and Chief Strategy & Performance Officer, and organizational leadership on messaging, public positioning, and reputation management.
- Lead, coach, and develop assigned staff, establish clear performance expectations, and build a culture of accountability, collaboration, and professional growth.
- Develop and implement key economic development messaging campaigns to maximize the commercial health and competitiveness of Downtown Houston.
- Execute effective public relations campaigns and strategies using superior writing, editing, and public speaking skills to assist in the communication and understanding of key messages and organizational initiatives.
- Lead crisis, emergency, and issues communications, including the development of response protocols, key messages, stakeholder notifications, and media coordination.
- Work with journalists and Downtown stakeholders to build partnerships and increase overall visibility of the organization and Downtown.



- Coordinate with other departments to develop one-off and recurring communication efforts and integrate them into the larger strategy.
- Provide strategic direction to the organization's Creative Strategy Manager to ensure that all marketing materials and elements produced by the organization are "on brand."
- Manage relationships with organizational vendors, consultants, and partners to advance initiatives and help achieve the organization's goals.
- Establish performance measures for marketing and communications initiatives, evaluate results, and provide regular reporting and recommendations to organizational leadership.
- Forecast, draft, implement, and oversee the division's annual operating budget.

QUALIFICATIONS

- Bachelor's degree in Business Administration, Marketing, or a related field required; master's degree preferred.
- 10+ years of experience in marketing and long-range planning required.
- 10+ years of competitive procurement and vendor management experience.
- Strong leadership and management skills with a dedication to driving and achieving results.
- Demonstrated experience leading, managing, and developing high-performing teams.
- Successful record of working collaboratively across departments.
- Demonstrated experience in media relations, crisis communications, and executive communications.
- Experience using analytics, research, and performance measures to evaluate results and guide marketing and communications strategies.
- Excellent verbal and written communication abilities across all levels of an organization.
- Familiarity with Downtown Houston is a plus.
- Strong work ethic, initiative, and positive attitude.

EMPLOYEE BENEFITS

- Comprehensive health care coverage options, including dental and vision coverage
- 401(k) plan, including company match
- Parking stipend
- On-site gym membership
- Paid sick and holiday leave

This is a full-time, exempt, in-office position, with remote flexibility available based on organizational policy.

TO APPLY

Salary is dependent upon experience. Interviews are by appointment only. No telephone calls, please.

Submit your resume and a cover letter addressed to Albert Sanchez, Vice President and Chief Strategy & Performance Officer, through the application form: <https://dthplus.org/applydthmarcom>

Central Houston, Inc. is an equal opportunity employer. All employees are employed by Central Houston, Inc. and provide staff support to Central Houston, Central Houston Civic Improvement, the Houston Downtown Management District and the Downtown Redevelopment Authority.